

## CLAIMS

## WHAT IS CLAIMED IS:

1. A method of translating Web requests, comprising the steps of:  
receiving a name associated with a Web address;  
selecting a translation formula; and  
applying said translation formula to said name to result in a scheme-specific name of  
a Web address that said is associated with.
2. The method according to claim 1, further comprising the steps of:  
receiving a translation identifier; and  
selecting said translation formula based at least in part on said received translation  
identifier.
3. The method according to claim 2, wherein said translation identifier comprises a  
geographical identifier.
4. The method according to claim 2, further comprising the step of:  
analyzing said received name for a translation identifier.
5. The method according to claim 1, wherein said translation formula comprises at  
least one predetermined character and said step of applying said translation formula  
includes the step of:  
adding said at least one said predetermined character to said received name.

1        6. The method according to claim 1, wherein said translation formula comprises a  
2 string of characters to add to said received name.

1        7. The method according to claim 6, wherein the step of applying said translation  
2 formula includes the step of:  
3 adding said string of characters to said received name as a prefix.

1        8. The method according to claim 6, wherein the step of applying said translation  
2 formula includes the step of:  
3 adding said string of characters to said received name as a suffix.

1        9. The method according to claim 6, wherein the step of applying said translation  
2 formula includes the step of:  
3 interleaving said string of characters with said received name.

1        10. The method according to claim 1, wherein said translation formula removes at  
2 least one character from said received name.

1        11. The method according to claim 1, wherein said translation formula converts said  
2 received name into a numeric entry.

1        12. A method of translating Web requests, comprising the steps of:  
2 receiving a numeric entry of a name associated with a Web address;  
3 selecting a first translation formula; and  
4 converting said numeric entry to an alphanumeric entry using said first translation  
5 formula.

1 13. The method according to claim 12, further comprising the steps of:  
2 receiving a translation identifier; and  
3 selecting said first translation formula based at least in part on said translation  
4 identifier.

1 14. The method according to claim 12, further comprising the steps of:  
2 receiving a translation identifier;  
3 selecting a second translation identifier based at least in part on said translation  
4 identifier; and  
5 applying said second translation formula to said alphanumeric entry to result in a  
6 scheme-specific name of a Web address that said numeric entry is associated  
7 with.

1 15. A method of translating Web requests comprising the steps of:  
2 receiving a numeric entry of a name associated with a first Web address;  
3 selecting a translation formula; and  
4 converting said numeric entry to a second numeric numeric-based Web address using  
5 said translation formula.

1 16. A method of manufacturing a Web address query comprising the steps of:  
2 receiving a name associated with a Web address;  
3 selecting a translation formula; and  
4 applying said translation formula to said name to result in a scheme-specific name of  
5 a Web-address that said name is associated with.

1 17. A method of manufacturing a Web address query comprising the steps of:  
2 receiving a numeric entry of a name associated with a web address;

3 selecting a translation formula; and  
4 converting said numeric entry to an alphanumeric entry using said translation  
5 formula.

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18. An apparatus for translating a Web address, comprising:  
a computer comprising an input device;  
3 a Web browser operationally installed on said computer; and  
4 a translation module configured to:  
5 receive a name associated with a Web address from said input device;  
6 select a translation formula;  
7 apply said translation formula to said name to result in a scheme-specific name of  
8 a web address that said name is associated with; and  
9 process said scheme-specific name through said Web browser.

19. A computer readable medium bearing instructions for translating a Web request,  
2 said instructions being arranged to cause one or more processors upon execution thereof  
3 to perform the steps of:  
4 receiving a name associated with a Web address;  
5 selecting a translation formula; and  
6 applying said translation formula to said name to result in a scheme-specific name of  
7 a Web address that said is associated with.

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